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✓ GENERAL CROPS AND FORESTRY *

by

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General Crops Marketing Section

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Marketing identified cotton. Georgia, Mississippi, Missouri, Oklahoma, and New Mexico, are conducting educational and demonstrational projects on the identification and marketing of cotton according to variety, area and year of growth. Research has shown that these factors are important in determining the quality and spinning value of cotton for different uses. Present marketing methods, however, do not adequately facilitate the marketing of cotton in this manner. This limits the manufacturer in taking into account varietal characteristics, area of growth, and year of growth in purchasing raw cotton.

The purpose of these projects is to develop area marketing programs for pure varieties of cotton properly identified. They are pilot demonstrations to show in actual practice how variety, area of growth, and year of growth can be identified and developed as a widespread marketing practice.

In conducting these programs, cooperation is established with seed breeders, producers, ginner, buyers, and mills. During the three crop years 1947-1949, some significant results have been obtained in New Mexico and Georgia. In these two States, the following number of bales of pure variety cotton have been identified:

<u>State</u>	1947	<u>Year</u> 1948	1949
New Mexico	25,000	89,000	110,000
Georgia	-	1,200	12,764

Development of the programs in Mississippi, Missouri, and Oklahoma, has not yet reached the stage where variety identification can be started. The work is continuing in these States with emphasis on quality improvement, better marketing practices, and on planting seed marketing. It is expected that variety identification will be under way in all five States during the 1950 marketing season.

Grain marketing. Oklahoma, Kansas, and Missouri, are conducting educational programs on wheat marketing. These projects deal with the problems of quality improvement, better handling and storage, and the development of price differentials for the different milling and baking qualities of wheat. Special emphasis is being placed on the separate binning and marketing of desirable and undesirable milling qualities and varieties of wheat. Grain-grading schools are being conducted for producers, local buyers, and elevator operators with assistance of FMA graders and inspectors. Wheat variety surveys in Kansas and Oklahoma are being made in cooperation with wheat improvement associations, trade organizations, and other State agencies for the use of buyers as a guide in locating areas of desirable and undesirable milling qualities. Meetings and conferences are being held with producers, elevator operators, and marketing agencies in developing a coordinated educational program on improving marketing methods and practices from

the producer to the mill. Texas, Colorado, Nebraska, and New Mexico are developing similar projects, which, when established, will provide a unified program for the red winter wheat area. A regional project has been established in cooperation with these States, with headquarters at Oklahoma A&M College. The program has been well accepted and the various groups are cooperating to attain a common objective. The results of research on grain marketing are being incorporated in the educational program as they become available.

Efficient grain elevator organization and operation. Efficient organization and operation of country grain elevators are important to both grain producers and the grain trade. Illinois and Minnesota are conducting educational projects with the aid of RMA funds to assist country elevators in becoming more efficient in their storage and marketing services. Sufficient research has been done in these States to indicate the type of educational program that is needed. The problems in Illinois are being approached through grain elevator management schools in several areas. Financial analysis of elevator operations available through research are being used in these schools and other meetings as standards for individual operators to measure their efficiency levels. About the same type of educational program is being followed in Minnesota. The schools and meetings also include training for elevator operators and others on grain grades and their proper use in marketing.

Plans are now in process for the development of a similar project in Iowa. It is expected that the results of several research projects on grain storage and handling will be available for intensifying educational activities on these projects during the coming fiscal year.

Seed crop marketing. The Alabama Extension Service initiated an educational program on marketing seed crops in 1948. The purpose of this project is to aid producers and seedsmen in improving the processing, handling, identifying, and marketing locally grown crop seed and planting stock. In 1949, seed-marketing demonstrations were conducted for cottonseed, hybrid corn, crimson clover, oats, and peanuts. The quantities of seed marketed as the result of these demonstrations were: certified cottonseed 156,695 bushels; hybrid seed corn 51,855 bushels; crimson clover 120,000 pounds; oats 47,101 bushels; and Dixie runner peanuts 2,500,000 pounds.

The marketing educational work accomplished through these demonstrations involved better harvesting, proper drying and cleaning, improved packaging, and better merchandising methods. Importance of the work to the farmers of Alabama is indicated by the results of the Dixie runner peanut demonstration. The 2.5 million pounds of certified seed is the largest supply of pure planting seed that has ever been available to peanut farmers in Alabama. The greater yielding capacity of these seeds can easily add from 3 to 4 million dollars to the 1950 crop of peanuts. In addition to these demonstrations, assistance has been given to groups of farmers in organizing seed-marketing associations.

In Mississippi, 51 meetings were held to discuss improved seed marketing with an attendance of 9,466 farmers and agricultural workers. Assistance was given to seed cleaners in acquiring suitable seed-cleaning machinery. The Delta Rice Growers Association was helped in making plans and obtaining grants from the State Marketing Commission amounting to \$48,000 for rice storage and marketing facilities. A two-day seedsman short course was held at State College, Mississippi, in August 1949. There were 60 seed dealers and processors attending from all sections of the State. Major emphasis was given to the solution of problems of seed cleaning, drying, storing, bagging, and merchandising. A survey of seed-marketing facilities was made in December. There were 61
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commercial plants and 138 farmer-owned cleaners in the State. Nineteen of these cleaners were purchased and operated for the first time in 1949.

The educational program on seed marketing in Oregon has been under way only one marketing season. The State has been divided into six program areas according to the type of seed produced for market. Programs on cleaning, processing, and quality improvement have been outlined. A more intensive program will be carried out in the coming year.

Timber and forest products marketing. Timber and forest products marketing projects are in operation in Louisiana, Oregon, Oklahoma, and West Virginia.

The Louisiana project is organized on an area basis with four men employed. The emphasis is on teaching farmers the best methods of marketing timber and other forest products. As an example of the results obtained during the period December 1, 1949 to May 31, 1950, these men gave assistance to 492 individuals in marketing 11.9 million board feet of timber. Ninety farmers were given facts to show that they should not sell young timber which will increase in value with a few more years' growth. Thirty-five method demonstrations were held during the same period with 421 in attendance. Sixty-three other forestry-marketing meetings were held with about 4,000 people attending, and 14 circular letters mailed to 15,700 people.

The work in Oregon began in July 1949. Since that time, 24 county agents have been given training in forestry marketing. Twenty-three radio broadcasts have been made on prices and demand for forest products. Seven news articles and two circular letters have been prepared on prices and market outlets. Assistance has been given to six large industries and 40 contacts made with small mills on better marketing practices.

The work in Oklahoma so far has been confined to processing and marketing fence posts. In West Virginia, work is being done with small woodland owners, sawmill and timber operators, and wood-using industries.

Marketing facilities. In Maryland, Minnesota, and South Carolina, Extension is working with producers, marketing concerns, and county, city, and State agencies to aid in the development of new and improved marketing facilities. Emphasis is placed on improved facilities to permit increased handling efficiency and provide better outlets for commodities produced in participating States. Attention is given to determining the best size, type, and location of markets, development of plans, equipment, and business organization.

The outstanding accomplishment in connection with the South Carolina project has been the development of the new Greenville farmers wholesale market and a retail market. This is a joint project of the Extension Service and the South Carolina Market Commission providing a program of service and education on the development of better marketing facilities and the creation of new market outlets. The South Carolina Experiment Station cooperates in the program through making studies and analyses of the need for facilities in the different trade areas of the State. A total of nine stores is provided for in the wholesale market. A modern farmers' shed is in operation where produce may be brought in and sold in wholesale lots. The retail market contains 318 stalls for rent to farmers to sell their products at retail. In addition to these facilities, there is also a 10-thousand bushel sweetpotato curing and storage house available for producers in improving the marketing and handling throughout the marketing season. Also, there is a new poultry processing plant with a capacity of 1,000 broilers an

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which serves as a new market outlet for poultry producers. The Greenville market serves as a place where farmers, produce buyers and others may come in for meetings and demonstrations that will aid them in developing similar programs in other sections of the State. During the year, 20 farmers' meetings have been held over the State to discuss better produce marketing with an attendance of over 2,000 farmers. At the present time, assistance is being given to several other groups. Plans are now being worked out for a pecan auction market and preliminary work is under way looking toward additional facilities for sweetpotatoes and tomatoes.